MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

LCA 2017 CHANNEL ARCHITECTURE IN STRATEGIC COMMUNICATION

2 MARCH 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** printed page with **ONE** section.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

ANALYTICAL QUESTION [50 MARKS]

Instructions: Read the information below and propose an integrated strategic communication programme.

Problem Statement

The communication strategy empowers the audience at three stages: cognitive, affective and behavioral. Public relations is generally associated with communication activities that design to craft and preserve an organisation's image and relationship with its publics. The Public Relations campaign is a series of operations intended to achieve a goal, confined to a particular area, with a specific message, channels, and target audiences.

Background

Natty Healthy Corporation was built in 1950 to fullfil humanitarian needs and social responsibility. The founder, Sally Natty was a trained doctor who developed a healthy and economical alternative source of infant nutrition to save the life of an infant who could not be breastfed. Today after over 68 years, Natty Healthy Limited continues with its founder's legacy to improve lives of infants and kids.

As a Communication Specialist at Natty Healthy Corporation, your company wishes to launch a public relations campaign to promote the **School Milk Programme** with the collaboration of the Ministry of Education, Malaysia. The campaign is targeted for poor students whose family income is below the poverty level. In addition to ensuring students receive a well-balanced diet in school, the programme is also aimed at increasing the quality of health and nutritional value of food for primary students for better physical growth, mental health and general well-being.

The campaign is aimed at encouraging students to consume milk early in their lives. The selection criterion for students under this programme is primary school students, especially from rural areas, with a household income of RM1,000.00 and below.

Question

Using the Information and Processing Model to promote the campaign, propose an integrated strategic communication programme according to the basic elements of the model as follow:

i) Presentation (10 marks)
ii) Attention (10 marks)
iii) Comprehension (10 marks)
iv) Yielding and retention (10 marks)
v) Behaviour (10 marks)

End of paper